



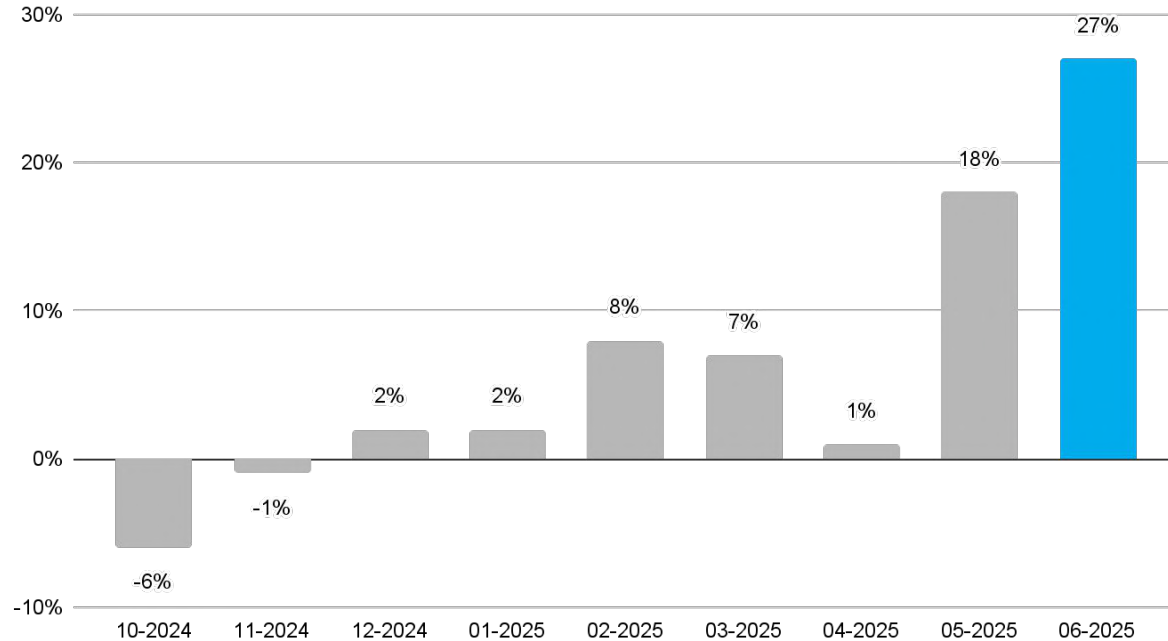
CloudTechnologies

Financial results

Q2 2025 and H1 2025

September 15, 2025

Data Monetization Sales Growth to Key Clients



Summary | Q2 2025

Q2 2025

best Q2 in history in
terms of data sales

Data monetization

11.3

PLN M

+5.2%*
vs Q2 2024

EBITDA

5.9

PLN M

-14.9% vs Q2
2024 EBITDA

Net profit

0.2

PLN M

-94.1% vs Q2 2024
Net profit

* Data monetization dynamics expressed in USD is 12%. Value of Data Monetization after reclassification.

Summary | H1 2025

H1 2025

record level of Data Monetization in H1 in the Group's history

Data monetization

21.3

PLN M

+3.5%*
vs Q1-Q2 2024

EBITDA

10.8

PLN M

-21.0% vs Q1-Q2
2024 EBITDA

Net profit

0.8

PLN M

-89.0% vs Q1-Q2 2024
Net profit

* Data monetization dynamics expressed in USD is 7,2%. Value of Data Monetization after reclassification.

Q2 2025 Financial Results Summary

- **Data Monetization Performance** - Cloud Technologies achieved its strongest-ever Q2 and H1 of 2025 in terms of Data Monetization. Revenue in this segment grew 5.2% YoY in PLN terms and 12% YoY in USD, reaching over PLN 11 million in Q2 2025. For the first half of 2025, Data Monetization totaled PLN 21.3 million, up 3.5% YoY (7% in USD).
- **Investment in Long-Term Growth** - The Group continues to invest in long-term development, focusing primarily on expanding direct sales channels in international markets. Key cost items not present in H1 2024 include investments in the international sales team (London), investments in the Norwegian company NDR (full-quarter impact), and the acquisition of 100% of the Canadian company Data Desk (impact in June). Ongoing investments are also made in the development of our proprietary DMP platform.
- **EBITDA and Profitability** - The Group's EBITDA margin remains strong at 50%, demonstrating the high-margin nature of our business model. EBITDA in Q2 2025 reached PLN 5.9 million, increasing by PLN 1 million compared to Q1 2025, despite further weakening of the USD against PLN. Temporary margin and EBITDA impacts were primarily due to strategic investments.
- **Net Profit** - The Group recorded a net profit of PLN 0.2 M in Q2 2025, down PLN 4.0 M compared to Q2 2024. Beyond factors affecting EBITDA, negative FX differences (PLN 1.7 M in Q2 2025 vs. PLN 0.2 M in Q2 2024) also contributed to the lower net profit. For Q1–Q2 2025, cumulative net profit stood at PLN 0.8 M, down PLN 6.3 M YoY.
- **Cash and Liquidity** - At the end of Q2 2025, the Group's cash balance was PLN 9.4 M. Operating cash flow remained positive (+PLN 3.9 M YoY). The largest expenditures in Q2 2025 were the dividend payment of PLN 5.6 M and the acquisition of 100% of Data Desk for PLN 5.3 M. Net debt remains negative.

Key Events

Development of AI Tool
ai.onaudience.com



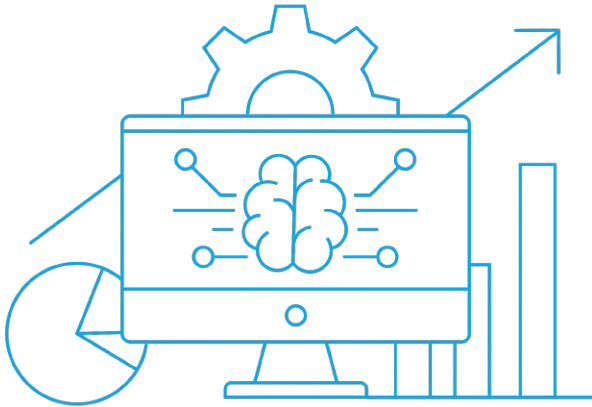
Acquisition of Canadian
Company Data Desk



Investments in the
International Sales Team




Short-term Goals



Data Monetization Growth

Data Set Expansion

Additional Data Exploitation Areas

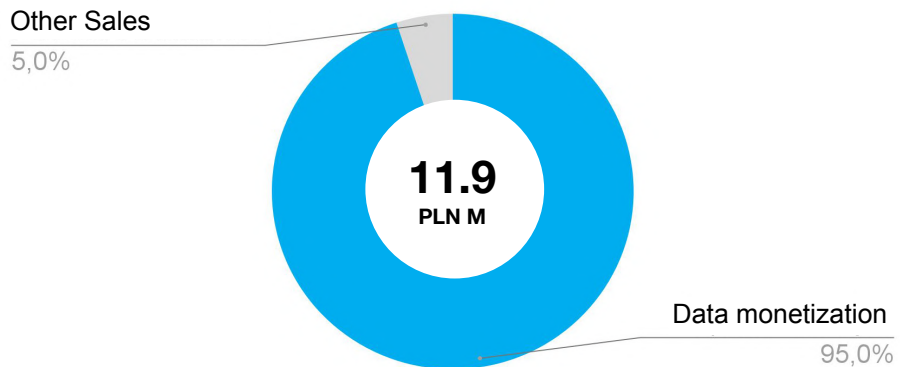


Financial results

Q2 2025 and H1 2025

Revenue structure Q2 2025 vs Q2 2024

Revenue Q2 2025



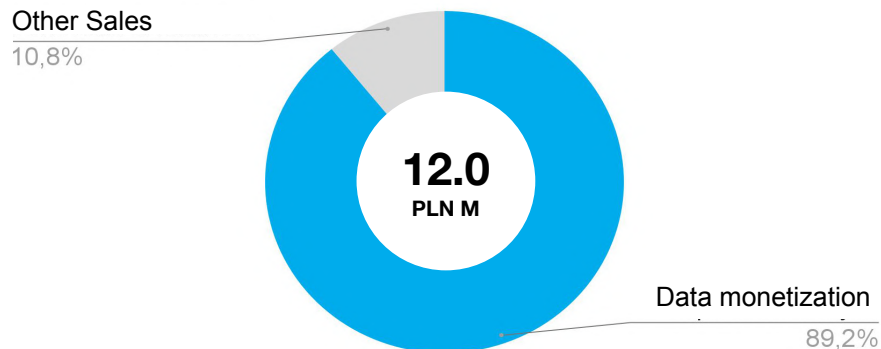
Data monetization revenue Q2 2025

PLN 11.3 M*

(+5,2% in PLN, +12,2% in USD)

Other Sales dynamics in PLN: -55.2%

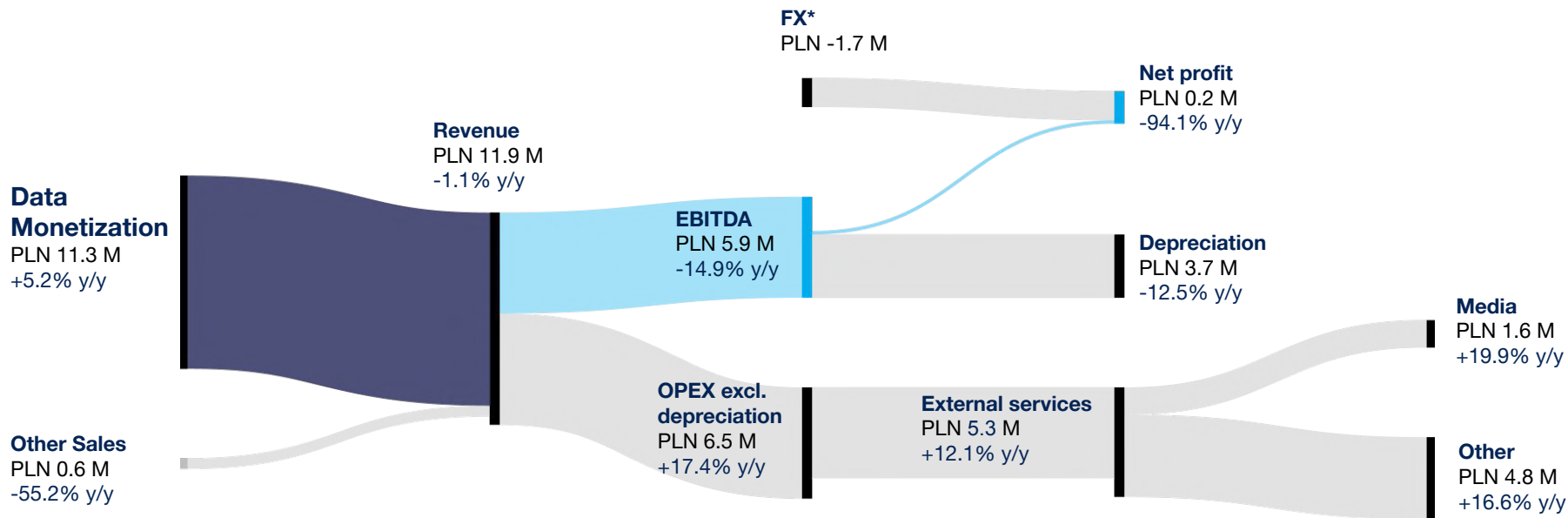
Revenue Q2 2024



Data monetization revenue Q2 2024

PLN 10.7 M

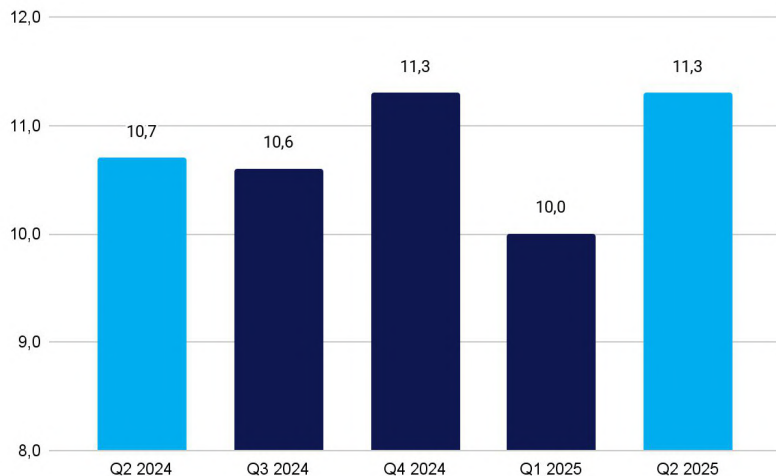
Summary Q2 2025



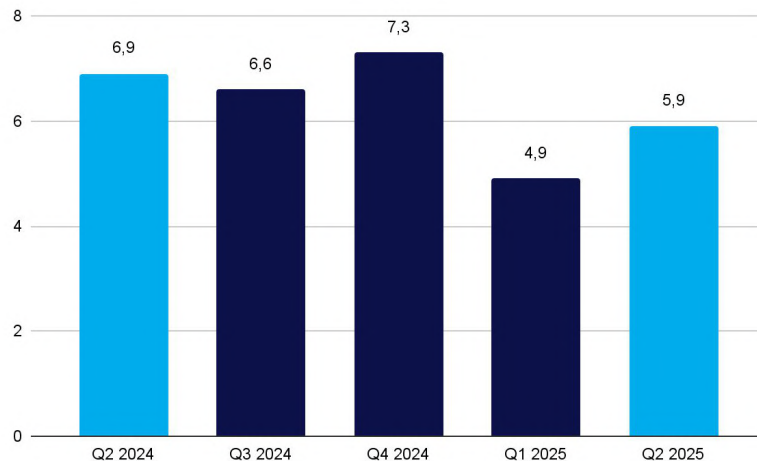
* FX impact amounted to -0.3 million PLN in Q2 2024

Q2 2025: Data monetization and EBITDA

Data monetization, Q2 2024 - Q2 2025 (PLN M)

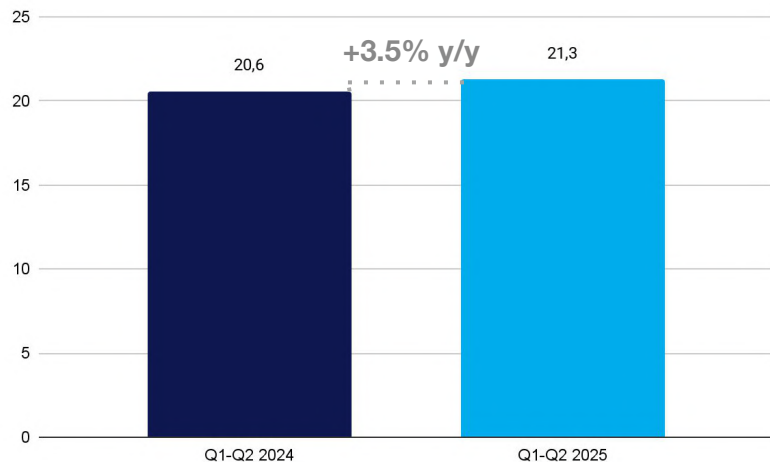


EBITDA, Q2 2024 - Q2 2025 (PLN M)

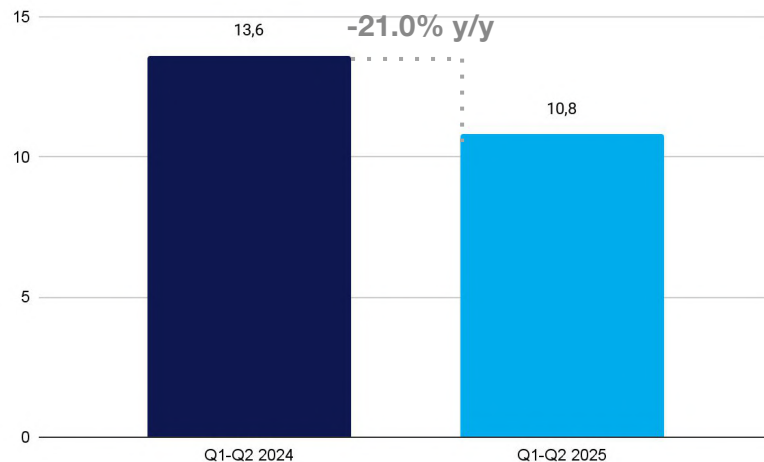


H1 2025: High level of data monetization

Data monetization (PLN M)

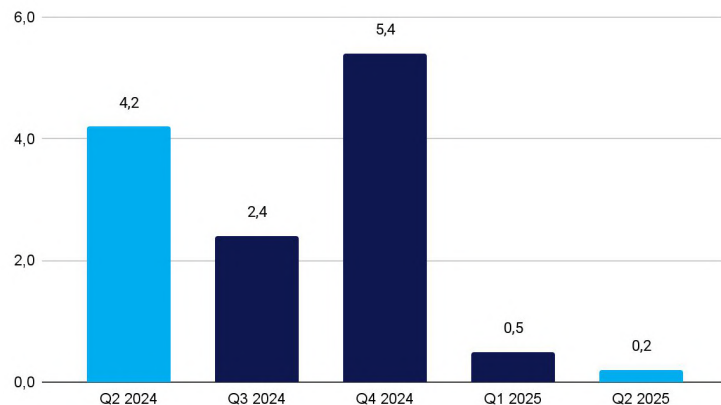


EBITDA (PLN M)

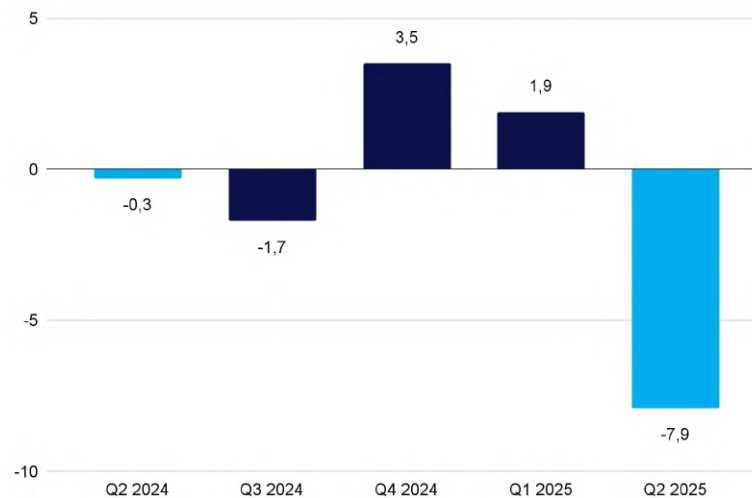


Q2 2025: Net profit and cash flow

Net profit, Q2 2024 - Q2 2025 (PLN M)

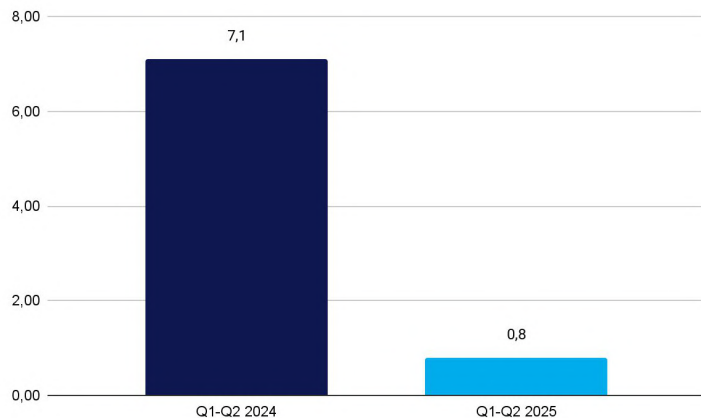


Cash flow, Q2 2024 - Q2 2025 (PLN M)

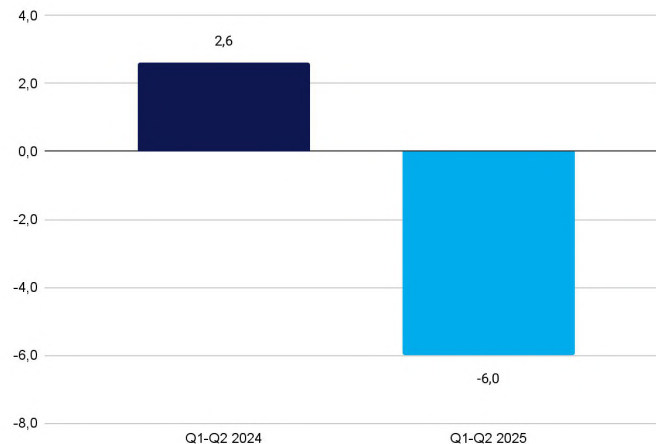


H1 2025: Net profit and cash flow

Net profit (PLN M)



Cash flow (PLN M)



Q2 2025 Balance sheet: a safe financial structure



Balance sheet

Selected items

- Significant intangible assets: proprietary DMP technology, software developed with grants, DSP technology, and the value of acquired companies (increase in Q2 2025 due to the acquisition of Data Desk).
- Stabilization of receivables at approximately one quarter of Data monetization.
- Decrease in cash balance despite positive operating cash flow, due to dividend payments and the acquisition of Data Desk.
- Interest-bearing debt includes office and server lease agreements, as well as the contingent earn-out obligation for the Data Desk acquisition (dependent on future performance).
- Decline in deferred revenues due to the end of grant recognition period (Q2 2025) and the gradual phasing out of revenues from long-term DMP technology licenses (expected gradual decrease until the end of 2028).

PLN M	30.06.2025	31.12.2024	30.06.2024
Fixed assets:	61.3	60.9	62.0
(a) WN	47.1	43.7	40.4
(b) Others	14.3	17.2	21.5
Current assets:	31.7	37.3	33.0
(a) Trade receivables	14.4	12.8	13.2
(b) Cash and equivalents	9.4	15.4	13.6
(c) Others	7.9	9.0	6.3
Total assets	93.0	98.2	95.0
Equity	81.2	86.3	78.9
Liabilities and provisions:	11.9	11.9	16.1
(a) Trade payables	2.5	2.7	1.9
(b) Interest-bearing debt	7.8	5.4	6.6
(c) Deferred income	1.3	3.7	6.6
(d) Others	0.2	0.1	1.0
Total liabilities	93.0	98.2	95.0

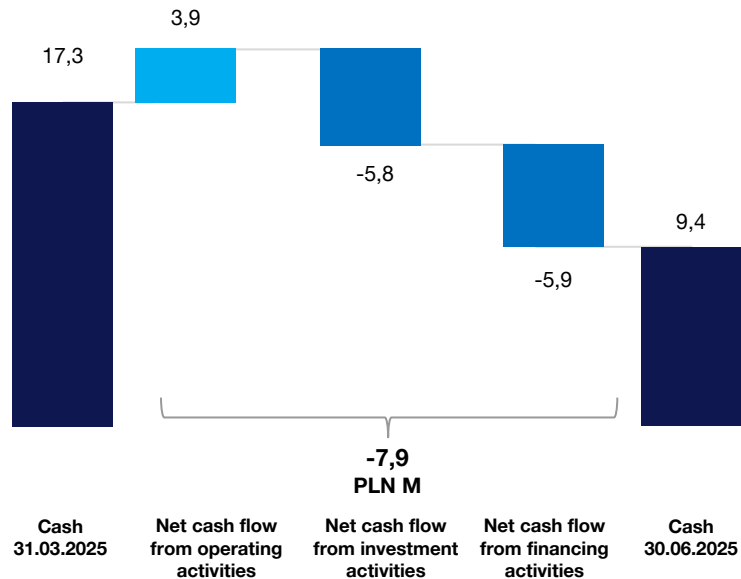
Q2 2025 Execution of Strategic Plans



Cash flow

Selected items in PLN M

- Typical Cash Flow Structure for the Group: positive operating cash flows, negative investing and financing cash flows.
- Investing activities include, among others, the acquisition of shares in Data Desk and expenditures on the development of the DMP platform.
- Financing activities include the payment of dividends totaling PLN 5.6 million.
- Overall cash balance amounted to PLN 9.4 million, down PLN 7.9 million in Q2 2025.





Thank you

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CEO

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CFO